

# 2016 TRIP GENERATION LOCATIONS

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# INTRODUCTION

The Iowa Trip Generation (ITG) program was established several years ago through the Midwest Travel Model User's Group (MTMUG) to determine the number of vehicles entering and exiting various land uses in Iowa. This program is similar to what the ITE Trip Generation Manual provides but focusing on Iowa land uses that represent local travel characteristics.

# 2016 LAND USE LOCATIONS SELECTED TO COUNT

Land Use Code	Land Use
21	Commercial Airport
93	Light Rail Transit Station with Parking
452	Horse Racetrack
473	Casino/Video Lottery Establishment
480	Amusement Park
481	Zoo
501	Military Base
540	Junior/Community College
550	University/College
610	Hospital
813	Free-Standing Discount Superstore
820	Shopping Center
841	Automobile Sales
862	Home Improvement Superstore

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# 2016 CITIES SELECTED TO COUNT IN THE SOUTHWEST QUADRANT

Altoona

Ames

Ankeny

Council Bluffs

Creston

Des Moines

Johnston

Lamoni

Osceola

Urbandale

West Des Moines

# 2016 CITIES COUNTED

Altoona

Ames

Ankeny

Creston

Des Moines

Osceola

Urbandale

# 2016 BUSINESSES SELECTED TO COUNT

Adventureland  
Amtrak Station  
Blank Park Zoo  
Broadlawns Medical Center  
Camp Dodge  
Charles Gabus Ford  
Deery Brothers  
Des Moines Airport  
Dewey Chrysler Jeep Dodge Ram  
Dewey Ford  
DMACC  
Graceland University  
Greater Regional Medical Center

Harrah's Casino  
Home Depot  
Iowa Western Community College  
Jordan Creek  
Karl Chevrolet  
Kia of Des Moines  
Lakeside Hotel Casino  
Menards  
Mercy Hospital  
Prairie Meadows  
Target  
Unity Point Hospital  
Walmart

# 2016 BUSINESSES COUNTED

Adventureland  
Blank Park Zoo  
Camp Dodge  
Deery Brothers  
Des Moines Airport  
Dewey Ford  
Greater Regional Medical Center  
Lakeside Hotel Casino  
Mercy Hospital  
Target  
Unity Point Hospital  
Walmart



# 2016 LOCATION MAPS WITH COUNT PLACEMENT

# DES MOINES – DSM AIRPORT LAND USE CODE 2I



# OSCEOLA – LAKESIDE HOTEL & CASINO LAND USE CODE 473





# ALTOONA – ADEVENTURELAND LAND USE CODE 480



# DES MOINES – BLANK PARK ZOO

## LAND USE CODE 48I

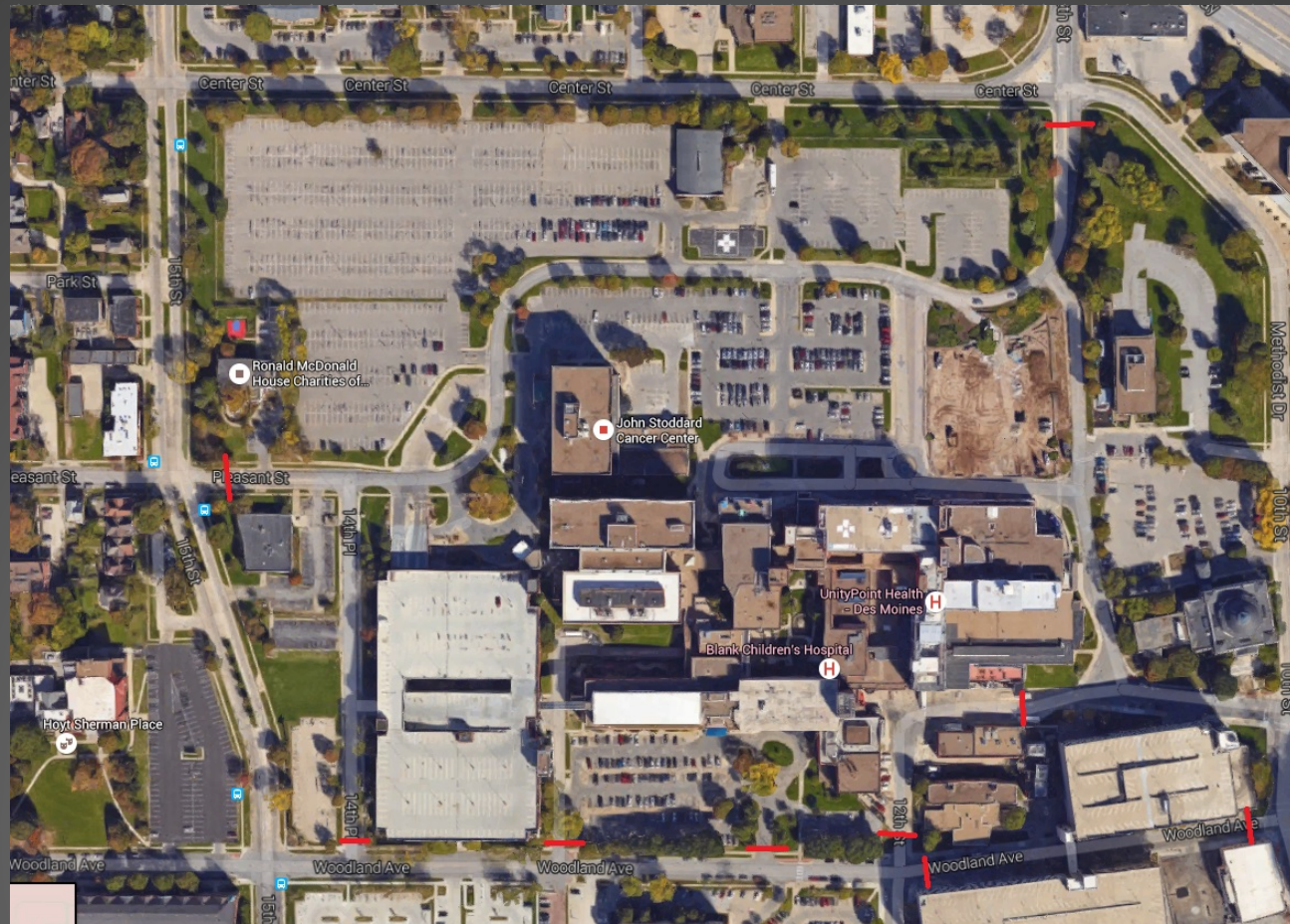




# JOHNSTON – CAMP DODGE LAND USE CODE 50I



# DES MOINES – UNITY POINT HOSPITAL LAND USE CODE 610





# DES MOINES – MERCY HOSPITAL LAND USE CODE 610





# CRESTON – GREATER REGIONAL MEDICAL CENTER LAND USE CODE 610



# URBANDALE – TARGET LAND USE CODE 813





# CRESTON – WALMART LAND USE CODE 813



# AMES – DEERY BROTHERS LAND USE CODE 841





# ANKENY – DEWEY FORD LAND USE CODE 84I



# FUTURE PLANS

- ▶ Develop independent variables for each land use.
- ▶ Develop a database to store and analyze the data.
- ▶ Develop a website on iowadot.gov which will include:
  - Introduction page
  - Best-fit graph
  - Statistical database table

# MTMUG HELP

- ▶ Does anyone have program recommendations?
- ▶ Is anyone interested in being involved in the program?
- ▶ Help is needed in the following areas:
  - Determining land uses and locations to count,
  - Gaining landowner permission and,
  - Placement of counters,

# SOURCES

- ▶ ITE Trip Generation Manual 9<sup>th</sup> Edition



# QUESTIONS

